

Academic Year: (2021 / 2022)

Review date: 06-07-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

This subject are conected with the use and learning of designing tools linked with the information designing.

OBJECTIVES

1. Ability to analyze the visual presentation of information in press graphics and infographics.
2. Understanding of computer graphics as a journalistic genre.
3. Techniques for creating information graphics (computer graphics) of medium complexity Skills. Students will learn severals software tools to complete the exercises.

DESCRIPTION OF CONTENTS: PROGRAMME

Infographic in journalistic is an introduction to the visualization of information in the press. Infographics, the use of maps, statistical tables and diagrams, and the creation of icons to represent information, is a discipline that, although it has gained momentum today, has existed since the birth of newspapers. Although only in the last two decades has it begun to study as a journalistic genre.

By tradition, infographics have always been mistakenly associated with illustration and the visual arts, although the paradigm is changing thanks to the more serious and journalistic approaches of the infographic departments of the newspapers The New York Times, The Washington Post and Chicago Tribune. among others, and in Spain by the newspaper ABC, El Mundo del Siglo XXI and local or regional newspapers such as La Voz de Galicia, among others.

DEVELOPED PROGRAM OF THE SUBJECT:

1. RECOVERY OF INFORMATION FOR INFOGRAPHIC.
2. BACKGROUND, VISUAL THINKING and CONCEPTUAL APPROACH
3. THE SKETCH AND THE VISUAL SCHEMATICS.
4. THE SYMBOLIC METAPHORS.
5. THE INFOGRAPHIC STRUCTURE AND ITS MAIN ELEMENTS.
6. TYPOLOGY OF GRAPHICS AND VARIABLES.
7. THE CARTOGRAPHY, MAPS, TYPES AND USES.
8. SIMPLE AND COMPLEX VISUAL NARRATIVES. A NEW WAY OF ADAPTATION TO LITERACY.
9. DISPLAY OF INFORMATION AND STRUCTURES.
10. TRENDS AND FUTURE PROSPECTS FOR INFOGRAPHIC.

LEARNING ACTIVITIES AND METHODOLOGY

Is essential understanding the Infographic in Journalistic Media. By the way the content theoretical and on the other hand adapted the content about of the display and use of infographics in media present.

ASSESSMENT SYSTEM

The global evaluation of the subject will be carried out based on the weighting between the grades obtained with a minimum of 5 for both parts, for those students who have passed the continuous grade, the percentage weight will be 60% plus an exam or final work that will account for 40% of the total evaluation.

In the case of those students who have not passed the continuous course or have never presented their percentage will be a total of 100% with a more practical final exam and theoretical exam.

Continuous assessment activities, among others, will focus on:

In debates evaluated according to the quality of the student's contributions. In addition, the student's ability to relate the required readings to the examples proposed in class will be considered, as well as their ability to analyze infographics and visual codes from a journalistic point of view.

It is important that the student adjusts to the continuous evaluation process defined by the teacher who teaches the subject.

Do not forget that to be able to pass the subject, it will also be considered to have a correct use in the "Mastery of the rules of the Spanish language is an essential requirement to pass the subject (linguistic correction: punctuation, accentuation.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- CAIRO ALBERTO. EL ARTE FUNCIONAL: INFOGRAFÍA Y VISUALIZACIÓN DE LA INFORMACIÓN, ALAMUT, 2011
- CAIRO ALBERTO. INFOGRAFÍA 2.O., ALAMUT, 2008
- CAIRO ALBERTO. EL ARTE FUNCIONAL: INFOGRAFÍA Y VISUALIZACIÓN DE LA INFORMACIÓN, ALAMUT, 2011
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- FRANCO ÁLVAREZ GUILLERMINA LA EXPLOSIÓN INFOGRÁFICA EN EL CONFLICTO DEL GOLFO PÉRSICO., LATINA COMUNICACIÓN SOCIAL, SERIE COMUNICACIÓN. , 2003
- FRANCO ÁLVAREZ GUILLERMINA INFOGRAFÍA. TENDENCIAS, MAPAS Y VISUALIZACIÓN DE INFORMACIÓN., DYKINSON, 2020 (EN EDICIÓN)
- FRANCO ÁLVAREZ GUILLERMINA INFOGRAFÍA. MAPAS, TENDENCIAS Y VISUALIZACIÓN DE INFORMACIÓN., DYKINSON, 2021 (EN EDICIÓN). MANUAL DE LA ASIGNATURA
- FRANCO ÁLVAREZ, GUILLERMINA. INFOGRAFÍA PERIODÍSTICA., ANROART, 2005
- VALERO SANCHO, JOSÉ LUIS LA INFOGRAFÍA : TÉCNICAS, ANÁLISIS Y USOS PERIODÍSTICOS , BELLATERRA, BARCELONA., 2001